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City of Austin

Economic Growth and Redevelopment Services Office

Cultural Arts Division

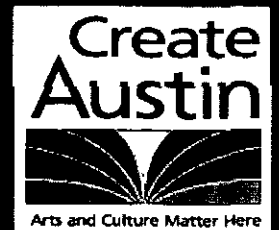


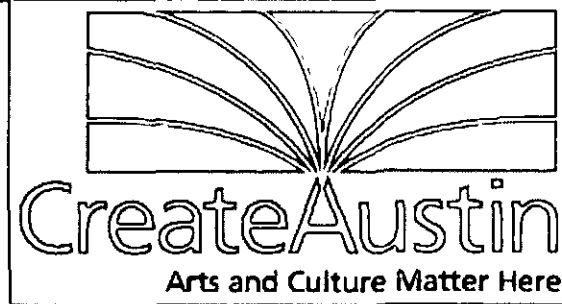
BACKGROUND

- FY 2006 – Austin City Council requested a cultural plan and allocated \$100,000 from the Hotel Occupancy Tax.
- 2006 – City Staff compiled cultural assessment research and facilitated a RFP process for a consultant team.
- The Cultural Arts Division has received two National Endowment for the Arts grants – \$20,000 for the cultural assessment phase and \$40,000 for the planning phase.

What is cultural planning?

Cultural planning is a community process that takes stock of existing cultural resources and asks how they can be maintained, enhanced, or developed to continue to improve lives and the vitality, livability, and success of communities.

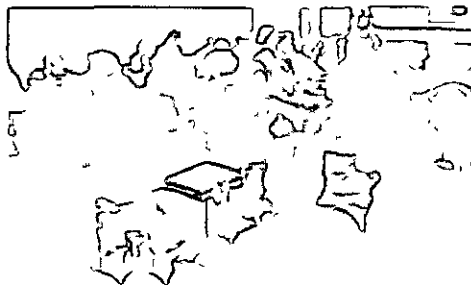
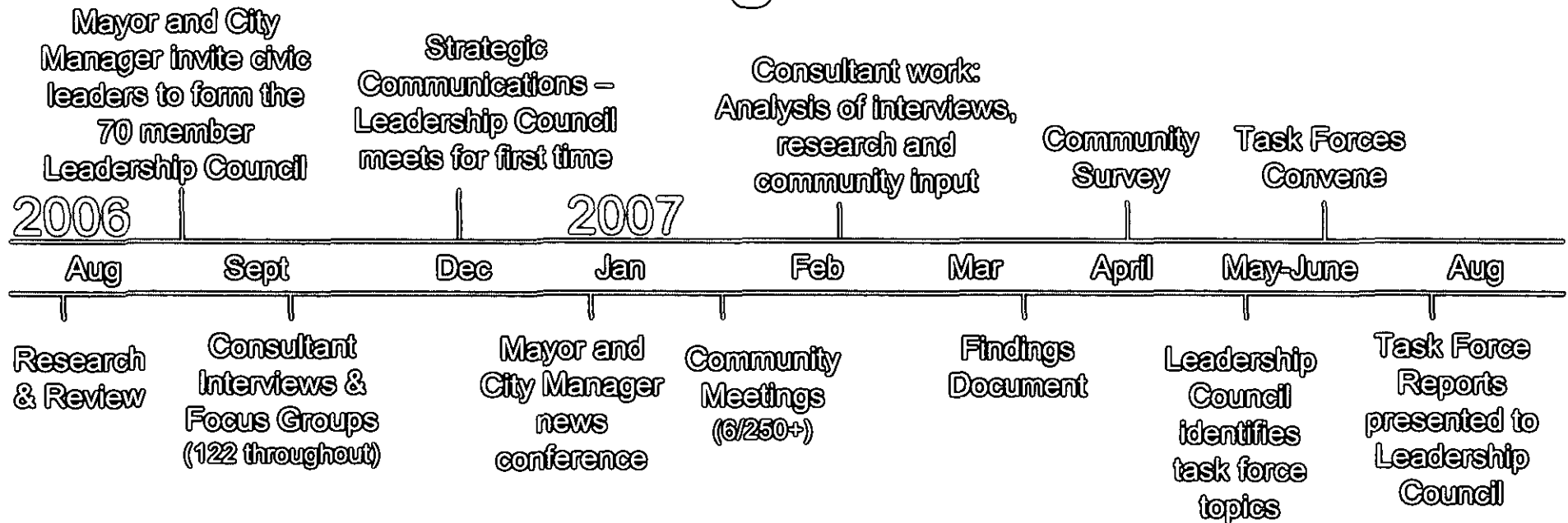




“What is CreateAustin?”

“CreateAustin is a community cultural planning process that will identify Austin's creative assets and challenges, define goals, and establish recommendations to invigorate Austin's “culture of creativity” to the year 2017. This collaboration will define specific strategies for community-wide implementation in order to sustain Austin as a magnet for arts, culture and creativity.”

CreateAustin Planning Timeline



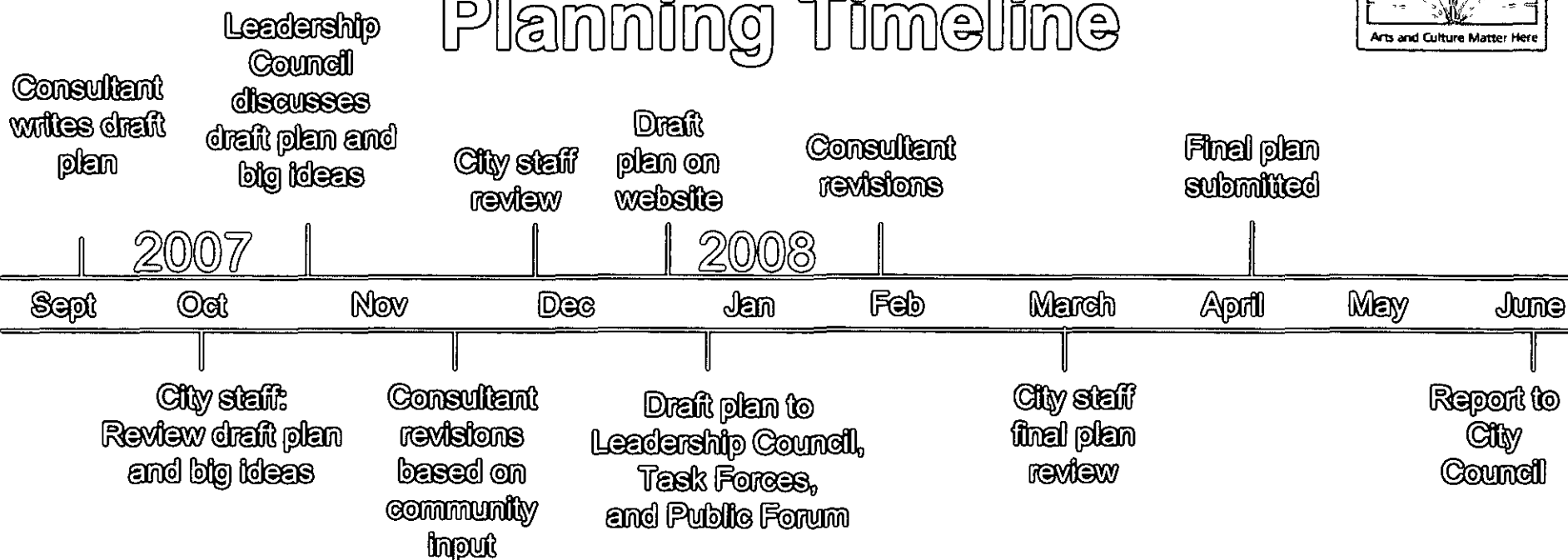
Leadership Council



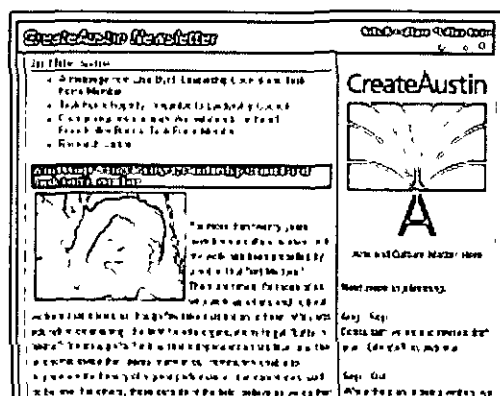
Arts & Culture Roundtable



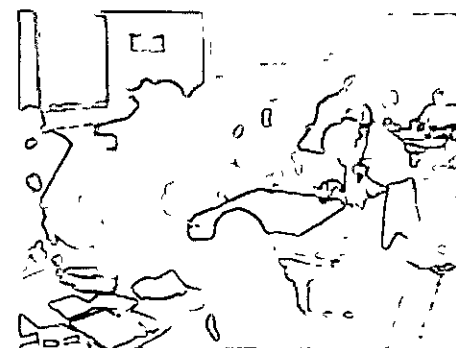
CreateAustin Planning Timeline



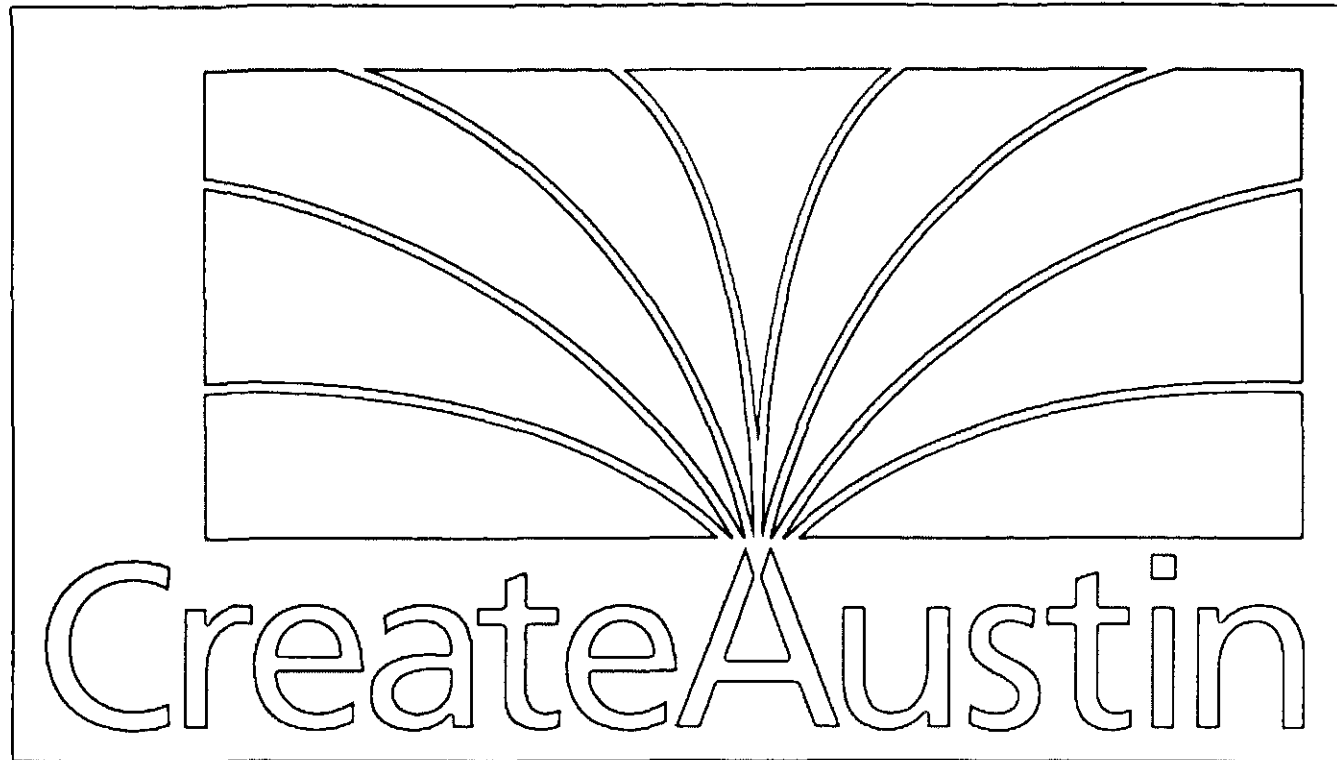
Community Meeting



E-Newsletter



Community Meeting



Bill Bulick
Metropolitan Group
Portland, Oregon



Project Row House

Houston, TX



Village of Arts and Humanities

Philadelphia, PA



Mass MOCA


North Adams, MA




Austin's Culture of Creativity



Architecture
Arts Education
Community Arts
Crafts
Culinary arts
Dance
Design & Graphic Arts
Gaming & Digital Media
Fashion Design
Film and Video
Heritage
Landscape Architecture
Literary Arts
Music
Photography
Performance Art
Recording
Slam Poetry
Theater
Visual Arts
And others

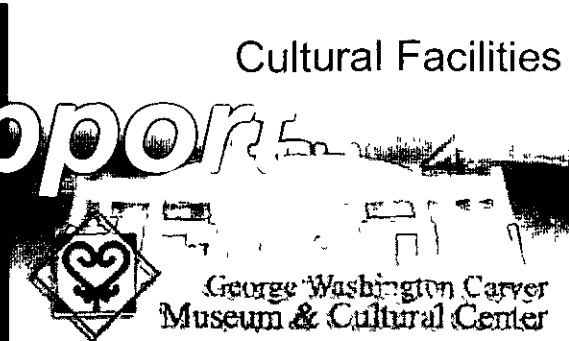


Dougherty Art School



Zilker Hillside Theater

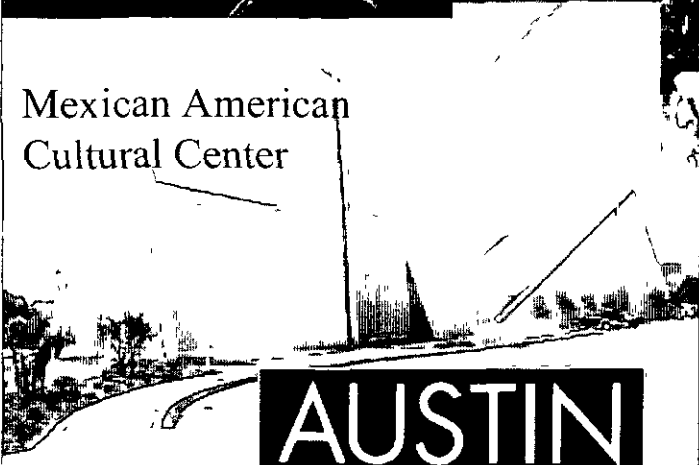
City of Austin Support



George Washington Carver Museum & Cultural Center


Cultural Facilities

2007 Bond: Cultural Facilities



Mexican American Cultural Center

AUSTIN



Supportive Music Policies

Live Music Capital of the World

The Plaza

AUSTIN CITY HALL

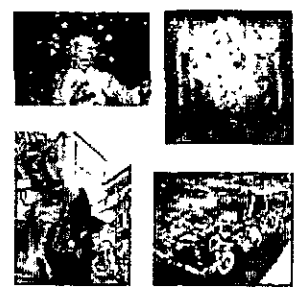
Cultural Arts Funding Programs

AustinArts Book




CITY OF AUSTIN
CULTURAL ARTS FUNDING PROGRAMS

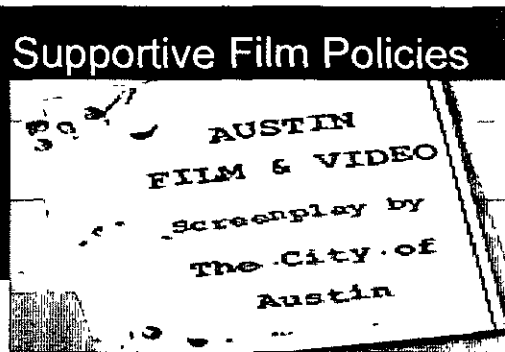
CORE PROGRAMS
F.Y. 2002-2006




ARTS AND CULTURE
Planning, Development and Management by Arts Office



Supportive Film Policies

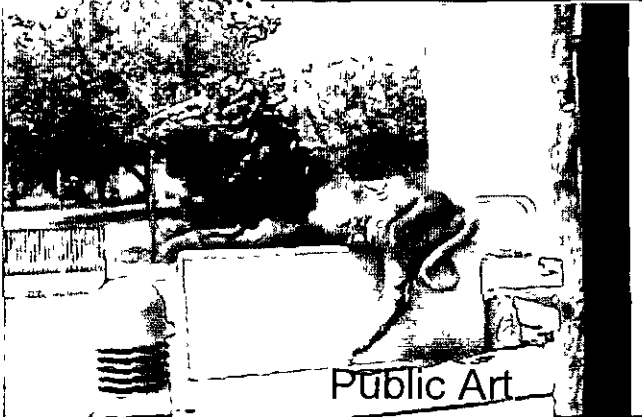


Create Austin



Cultural Planning

Arts and Culture Matter Here



Public Art



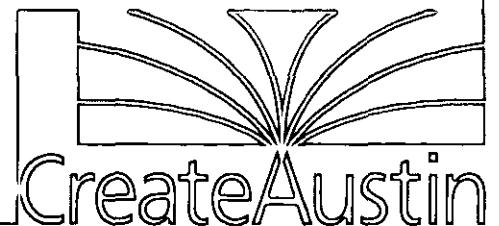
Now Playing Austin.com



Live Music at the Airport

CHALLENGES

- Cost of living
- The cultural sector is silo-ized
- Congestion and lack of transportation options
- Cultural diversity / cultural identity
– challenge and opportunity
- Limited access to cultural education
- Lack of a culture of private philanthropy
- Lack of general public awareness of the critical roles and value of culture



6 Topical Areas

BUILT ENVIRONMENT

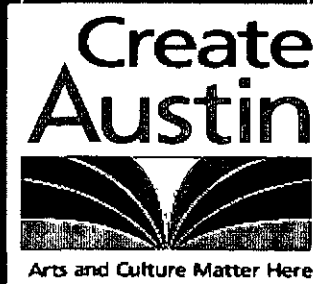
Invigorate & support the creative and cultural sectors' needs by assuring that the built environment and infrastructure in Austin are adequate and sustainable over the next 10 years. Reach for the highest standards of design & accessibility in architecture & public spaces of the future.

CULTURAL INFRASTRUCTURE

Strengthen and focus messaging & advocacy leadership, organizational functions, and action for Austin's next phase of cultural development.

FINANCIAL RESOURCES

Increase and develop new resources for creative individuals and organizations while also maximizing efficient use of currently available resources.



COMMUNICATIONS & COLLABORATIVE VENTURES

Enhance marketing of cultural activity to residents and visitors. Increase the overall visibility, positioning and effectiveness of Austin's creative sector by enhancing communications and collaborations within & across sectors.

SUPPORT for INDIVIDUAL CREATIVITY

Enhance the environment in Austin so that individual creators in all fields can live and work affordably, create their best work and contribute to the Austin community.

CREATIVITY & LEARNING

Expand and enhance K-16 cultural education and lifelong learning through accessible creative educational opportunities of the highest quality.

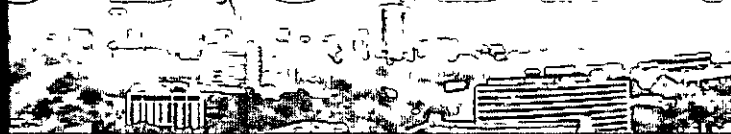
**CreateAustin Top
Three Principal
Recommendations:**

**Form a community-
based Creative
Alliance** to provide
essential services to
individuals and
organizations

**Establish a
CreateAustin
Leadership Task
Force** to assist in
Plan implementation

**Create a City
Department of Arts
and Culture** to
leverage available
resources and raise
the significance of
arts and culture
within the City of
Austin

10 BIG IDEAS



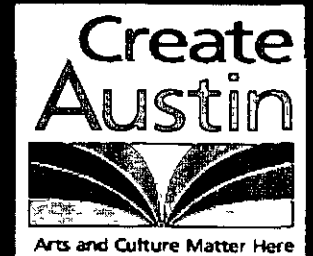
1. Form a community-based Creative Alliance
2. Establish a CreateAustin Leadership Task Force
3. Create a Department of Arts and Culture
4. Launch a focused public will building and cultural awareness campaign
5. Forge partnerships between area universities and colleges and the creative community
6. Increase private sector support
7. Increase business development and technical assistance services
8. Encourage neighborhood-based cultural development and activity
9. Develop affordable and accessible space of all types
10. Develop a Creativity Teaching and Learning Project

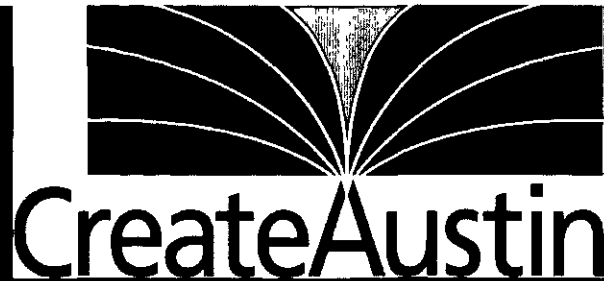
CreateAustin Cultural Master Plan Format

For all 34 recommendations, the Plan provides guidance on:



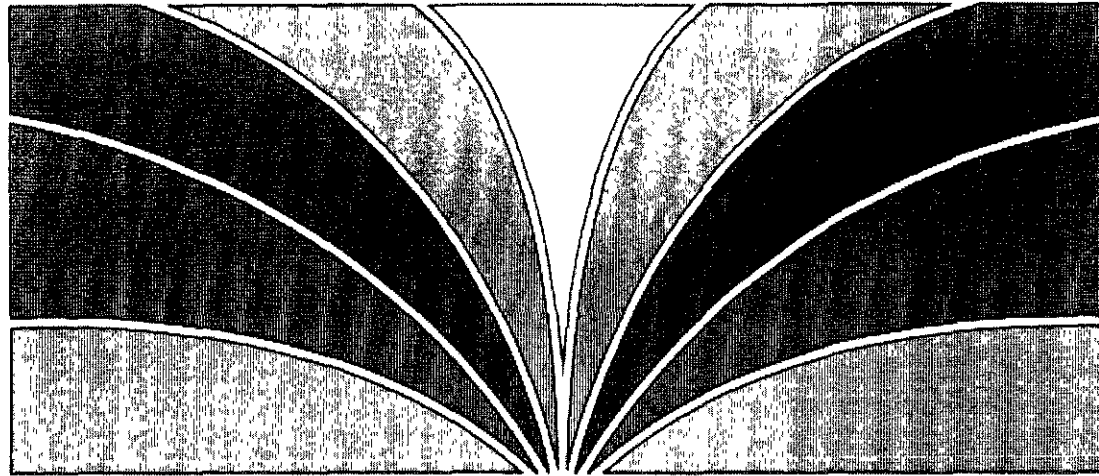
- Lead and Partner Implementers
- Timeline
- First Steps
- Resources Needed
- Models
- Outcomes
- Benefits/Rationale





Recommended First Steps for Implementation

- Communicate plan to the broader community
- Seek adoption/endorsements from other civic and cultural organizations
- Develop a *CreateAustin* task force
- Integrate *CreateAustin* with other planning efforts



CreateAustin

Cookie Ruiz

*CreateAustin Working
Chair*

Collective Vision for 2017

- Outcomes of CreateAustin reflect and reinforce our identity
- Our cultural and artistic offerings are for all Austinites
- Every child in Austin has access to cultural learning in the schools and community
- Residents and visitors participate fully in arts and cultural activities
- Austin has a network of cultural centers, museums, concert halls, cultural institutions and districts to meet future needs
- Our built environment reflects the spirit of who we are as Austinites
- Austin supports individual creators and the creation of new works
- Cultural vitality is a priority for the City
- Austin's arts and cultural sector is financially stable and sustainable





Leadership Council

Membership:

Honorary Chair: Mayor Will Wynn
 Honorary Chair: Teresa Lozano Long
 Working Chair: Cookie Ruiz

Steve Adler	Douglas Dempster
Molly Alexander	Larry Earvin
Ada Anderson	Laura Esparza
Taylor Andrews	Robert Faires
Beau Armstrong	Teresa Ferguson
Elizabeth Avellan	Lulu Flores
Kerry Baker	Pat Forgione
Ray Benson	Dana Friis-Hansen
Brenda Burt	Gustavo Garcia
Lisa Byrd	Bill Gardner
Crestina Chavez	Richard Garriot
Gina Chiang	Rodney Gibbs
Jo Anne Christian	Jackie Goodman
Nora Comstock	Yoshi Goto
Martha Cotera	Rudy Green
Donell Creech	Randy Houston
Bill Cryer	Sally Jacques
Madge Darlington	Adriana Jimenez
Zarghun Dean	Liz Lerman

José Limon
 Byron Marshall
 Andrew Martinez
 Chris Mattsson
 Harold McMillan
 Jim Bob McMillan
 Nona Niland
 Michael Oden
 Omi Osun Olomo
 Sylvia Orozco
 Lydia Ortiz
 Gloria Mata

Pennington
 Don Pitts
 MariBen Ramsey
 Cliff Redd
 Rose Reyes
 Judith Rhedin
 Jody Richardson
 Geoff Rips
 Donato Rodriguez
 Michael Rollins
 Beverly Silas
 Barry Silverberg
 Judith Taylor
 Julie Thorton
 Bruce Todd
 Jennifer Wijangco
 Bruce Willenzik
 Mark Yznaga
 Manuel Zarate

Six Task Forces

Support for Individual Creativity

Brenda Burt, David Chang,
 Robert Faires, Bill Gardner,
 Ann Graham, Acia Gray,
 Kathleen Harman, Randy
 Houston, Celia Hughes,
 Bob Lehmitt, Jesus Pantel,
 Vicky Valdez.

Built Environment

Josh Allen, Melissa Berry,
 Lisa Byrd, Calvin Chen,
 Megan Crigger, Matt Curtis,
 Mark Holzbach, Michael
 Knox, Judith Rhedin,
 Margaret Shaw, Ken Stein,
 Cora Wright.

Communications & Collaborative Ventures

Belinda Acosta, Ed Bailey,
 Kelly Burrus, Ann Ciccolella,
 Donell Creech, Karen Frost,
 Adriana Jimenez, Kat Jones,
 Jason Neulander, Candace
 Bishop Partridge,
 Barbara Sparks,
 Latifah Taormina,
 Bruce Willenzik,
 Leslie Wingo.

Creativity and Learning

Rodney Gibbs, Yoshi Goto,
 Brent Hasty, Jaaz Jones,
 Karen LaShelle, Kristen
 Marstaller, Mike Nellis, Omi
 Osun Olomo, Margaret Perry,
 Christian Raymond, Kathie
 Tovo, Robyn Turner.

Financial Resources

Jason Batchelor, Sue Breland,
 Terri Buchanan, Jim Butler,
 Pamela Cunningham, Heath
 Hignight, MariBen Ramsey,
 Julie Thornton, Jennifer
 Wijangco.

Cultural Infrastructure

Steve Adler, Jo Anne
 Christian, Doug Dempster,
 Jackie Goodman, Greg
 Marshall, Harold McMillan,
 Barbara Morgan, Michael
 Oden, Sylvia Orozco,
 Michael Rollins, Ixchel
 Rosal, Mark Yznaga.



Arts & Culture Roundtable
Community Meetings
Public Forum
Interviews / Focus Groups

Caroline Agius
 Karl Anderson
 John Athey
 Lon Badgett
 Gloria Badillo Hill
 Wesley Bain
 Ruth Baker
 Brett Barnes
 Elisabeth Barry
 Melissa Bartling
 Monica Beckford
 Peter Beilharz
 Nancy Bless
 Debra Broz
 Terri Buchanan
 Lisa Byrd
 Carmen Canann
 Joe Carpenter
 JoAnn Carreon-Reyes
 Mary Lou Castillo
 Jaime Castillo
 Amy Chapman
 Jo Anne Christian
 Sunyong Chung
 Ann Ciccolella
 Ian Cion
 Crystal Connally
 Wendy Cook
 Chris Cowan
 Jennifer
 Cumbernatch

Kimberly Curette
 Scott Daigle
 Madge Darlington
 Jinhan Davis
 Carol De Cardenas
 Marita De la Torre
 Mithu Deb
 Sandy Duncan
 Melissa Eddy
 Karen Elliott
 Molly Beth Emerick
 Emily Fagan
 Grace Fleming
 Divina Fox
 Rachel Frank
 Bridget Gayle
 Sarah Gerichten
 Samira Ghosh
 Yoshiko Goto
 Lyman Grant
 Thomas Graves
 Barbara Grove
 Peggy Gunn
 Barra Gustafson
 David Gutierrez
 Tom Hall
 Annie Harding
 Alison Hart
 Carol Hayman
 Sally Hengst
 Kathi Herrin
 Heath Hignight

Kenneth Hiller
 Grace Holmes
 Mark Holzbach
 Connor Hopkins
 Ron Horne
 Diana Huckaby
 Bob Hudgins
 Shay Ishii
 Adrienne Isom
 Polly Jackson
 Sally Jacques
 Joyce Jakobeit
 Lois Jebo
 Darla Johnson
 Jaaz Jones
 David Justin
 Neal Kassanoff
 Anne Kelley
 Pat Kelly
 Gwen Kelso
 Susan Kirr
 Phillipe Klinefelter
 Randi Knight
 Idee Kwak
 Teresa Kwon
 Americo Lara
 Omid Ask
 Laridjani
 Alegria Lascon-Olivarez
 Karen LaShelle
 Laura Latimer
 Soo-Jin Lee
 Anglea Lee
 Julie Lefebure
 Charles Leslie
 Marisa Limon

Linda Litowski
 Shea Little
 Brenda Logan
 Jennifer Lovelace
 Tonya Lyler
 Brenda Malik
 Marie Martinez
 Klare Marzano
 Ray Matthews
 BethAnn Maurer
 Dana McBride
 Jana McCann
 Vicki McCullough
 Kathy McMahon
 Ann Permann McNair
 Lisa McWilliams
 Lea Mechling
 Mike Melinger
 John Merriman
 Kathryn Miller
 Fred Miller
 Amy Wong Mok
 Terrence Moline
 Julie Moody
 John Mulvany
 Tamir Nadav
 Dr. Raj Nagarajan
 Bill Narum
 Melissa Netecke
 Nichelle Notabartolo
 David Nunez
 David Ohlerking II
 Lydia Ortiz
 Michele Owens Pearce
 Tonya Pennie
 Gloria Mata
 Pennington



David Perkoff
 Christine Perrault
 Eileen Pistorius
 Katie Petroski
 Nelie Plourde
 Meredith Powell
 Jennifer Quarks
 Suzanne Quinn
 Rudy Ramirez
 Rupert Reyes
 Neville Reynolds
 Christina Romero
 Cookie Ruiz
 David Sackmary
 April Sanchez
 K.C. Scharnberg
 Shia Shabazz
 Larry Shepley
 Stephanie Sheppard
 Silky Shoemaker
 Todd Simmons
 Rene Simone
 Sheila Siobahn
 Odette Solitaire
 T. Frank Souders
 Barbara Sparks
 Lonny Stern

Sylvia Stinson
 Laura Sturtz
 Vinitha Subramanian
 Scott Tankersley
 Abi Tapia
 Cheryl Taylor
 Reji Thomas
 Ernestine Thompson
 Pam Thompson
 James Tolleson
 Don Toner
 Annabelle Torrez
 Kathie Tovo
 Meghan Turner
 Robyn Turner
 Bunnie Twidwell
 Hanson Tyler
 Bin Wahlgren
 Gordon Walton
 Michael Davis Weiss
 Jennifer Wijangco
 Bruce Willenzik
 Laura Wisdom
 Lynn Wolfe
 Troy Wong
 Hope Young
 Dan Zinno



Plan Implementation – It's already begun!

- A team is actively working on developing the community-based Creative Alliance
- 2 Inventory projects:
 - Venue inventory
 - Arts Education survey
- Continuing Creativity and Learning conversation
- Austin Community College is developing a community arts program.
 - A Community Arts Summit is planned for fall 2008
- City of Austin Cultural Arts Division
 - Technical assistance workshops
 - AIPP temporary art program

*“This **COMMUNITY COLLABORATION** has defined specific strategies for community-wide implementation in order to sustain Austin as a magnet for arts, culture and creativity.”*

CITY

- Continued support through contracts for services & technical assistance
- Assistance with development of cultural spaces & venues
- Leadership for the cultural sector through creation of a more visible, focused Department of Arts & Culture

COMMUNITY

- The Creative Alliance
- Inventories Project
- A Creativity & Learning conversation
- Increasing private philanthropy





Austin Chronicle – March 6, 2008 Shape of Things to Come: What will the arts in Austin look like in 10 years?

by Robert Farros

As with the weather, everyone talks about the future, but nobody does anything about it. At least, that's often how it feels in Austin, where folks seem to enjoy nothing so much as edging around in meetings jawing about what the city (or county or region) ought to be like anywhere from five to 50 years down the line and then distilling and preserving these grand projections for that time in bound and printed long-range plans. Also, said plans aren't always implemented with the fervor of their creation – sometimes they get shoved out of a lack of resources or the political will to realize them, sometimes they get superseded by another round of meetings to rectify

planned – which means we frequently wind up with less action, more gab.

At first blush, CreateAustin might look to be yet one more example of locals indulging in their tomorrow. At the heart of this city-sponsored project are dozens upon dozens of citizens from gathering to chat about Austin's cultural landscape as they'd like to see it 10 years from now, reach that place. Cultural infrastructure, arts education, social support for individual artists, to facilities, public art, philanthropy – all of it has been talked about, along with most everything cultural life of Austin in the coming decade, and the dialogue has been good and long. The project

And yet, even though this civic conversation has had all the earmarks of the classic long-range stakeholders' vision statements, task forces, strategy development, and, of course, plenty of. CreateAustin hasn't felt like just another exercise in talking about the future that won't ever get process generate an unusual level of interest that's been sustained over a year and a half, but discussions at that time has been a sort of restless energy to move beyond the oral stage, to the process and run with them. And come it that has already been happening. Even before it presented with the final draft of the Cultural Master Plan (which is slated to happen in the near CreateAustin participants and newcomers to the project are already taking action on some of

That audit, inspired by a wave of particularly contentious cultural contract funding cycles, paved the program, which coincided with other significant changes in the city's cultural policies, and study on the arts that prompted the city to move the Cultural Arts Division out of the Parks and into the Economic Growth and Redevelopment Services Office. That represented a concrete step, acknowledging that they weren't just for playthings but were, along with other creative industries such as film, live music, gaming and digital media, fashion, and design, part of the economic engine that kept the city humming.

The city may have sponsored CreateAustin, but it was made clear from the outset that the process would really be driven by all of us who call Austin home. We would decide what was important to us, what we wanted our cultural future to look like. We would figure out what it would take to make it a reality. We would design the steps to get there, and we would put them in place. This would be our plan. In September 2006, CreateAustin contacted Bill Bubel and staff in the Cultural Arts Division began recruiting participants: the 70-member Leadership Council, composed of artists, administrators, activists, attorneys, educators, businesspeople, and others, a 13-member Working Group of cultural professionals, and an Arts & Future Round Table with more than 70 individuals in the arts and creative industries. They would do the most talking over the next 10 months, but they weren't the only ones. Bubel also conducted interviews with a few dozen more civic and cultural leaders and practiced over four open community

Community Support

liveablecity

Quality of life for all of Austin



survey

act

archive

who

links

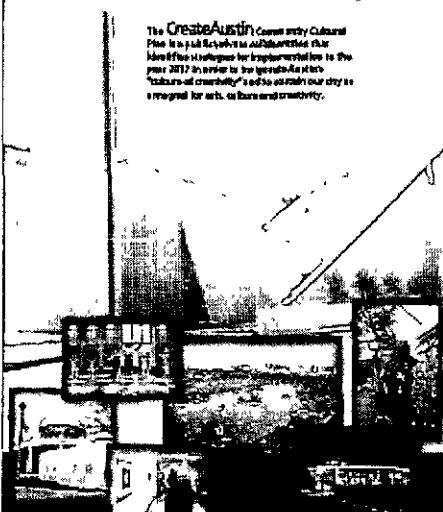
mission

The Board of Liveable City has chosen **CreateAustin** as one of the **2008 Liveable Vision Awardees** for its contribution to building community engagement. Create Austin successfully created a place that brought together all the players in Austin's large stage with the goal of sustaining and promoting Austin's arts and culture of creativity.

Cultural Habitats

Where creativity lives

The CreateAustin Community Cultural Plan is a public-private partnership that identifies strategies for implementation in the year 2017 in order to help create a vibrant "culture of creativity" and to ensure our city is a magnet for arts, culture and creativity.



Be a part of your CreateAustin cultural plan!

www.cityofaustin.org/culturalplan

www.createaustin.org

Individuals

Where creativity is born

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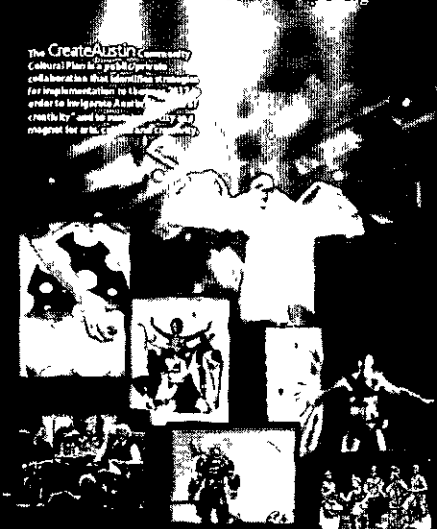
www.cityofaustin.org/culturalplan

www.createaustin.org

Organizations

Where creativity is organized

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www.createaustin.org

Audience

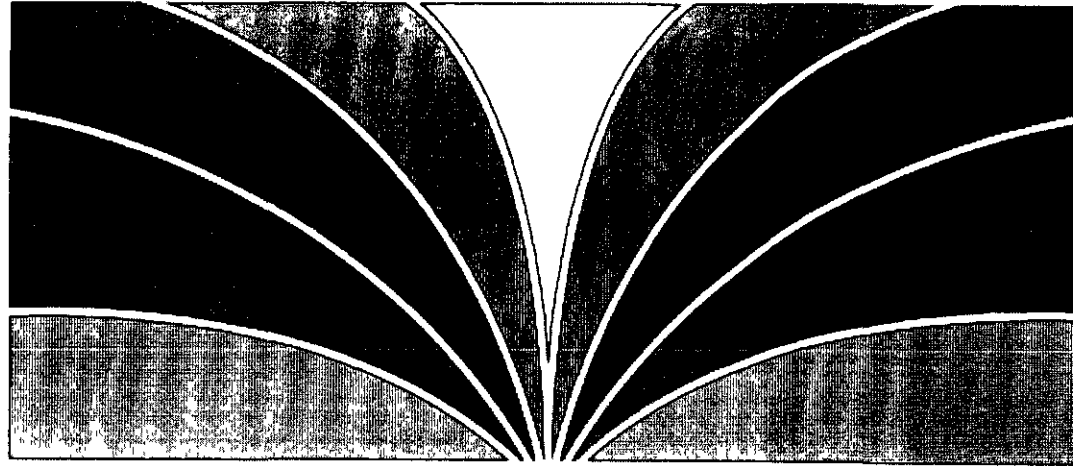
Where creativity is enjoyed



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www.cityofaustin.org/culturalplan

www.createaustin.org



CreateAustin

<http://www.cityofaustin.org/culturalplan>